

A GUIDE TO TELEVISION

**WE
ARE BOUTIQUE.**
MEDIA | DIGITAL | PUBLIC RELATIONS

WHAT IS TV?

Broadcast advertising via **various TV platforms;**



Video on demand



TV set



Online catch up

TV is a high impact medium. It delivers across immediacy, mass coverage, fame, movement and talkability.

WHY USE TV?



TV can be used to **drive direct response** (via daytime TV) and to **create brand awareness** (via peak TV)

It is **vital for long-term success**, delivering lasting brand effectiveness



TV has **unbeatable scale and reach** and is by far the most popular medium across all age groups



TV is everywhere. It **accounts for 41% of the average person's chosen media day** and consumed in many different ways

PROS



Powerful and high impact, delivering and creating fame



Allows **emotional connection** with a specific target audience



Regional targeting options



Creates talkability and word of mouth



Vast choice of channels and programming



Provides **long term success**



Mass reach and scale



Amplifier for other media

CONS



One of the **more expensive** media channels to buy



Creating a **strong TV advertisement** can be expensive



Long lead time for booking campaigns (2 months in advance)



Penalties can occur for a late booking, specific requests, hard to reach audiences

HOW WE PLAN & BUY TV

TV costs are not fixed and move daily with the forces of supply and demand in the marketplace. TV planners have to estimate CPT's when planning campaigns based on the current market and historical data. As costs can vary by region as well as by month, **every TV plan is different.**



Airtime can be bought **against 15 target audiences** e.g. All Adults, 16-34 Men, ABC1 Adults etc.



TV can **work to fit any message/objective, via second length** (10", 20", 30", 40", 50", 60") all of which vary by cost (10" being the cheapest)



Regional targeting options are available so wastage is minimal



All copy must be approved by Clearcast prior to supplying to stations, two weeks prior to transmission

MEASUREMENT

TV is measured by BARB (Broadcasters Audience Research Board) and delivers official viewing figures for UK TV audiences



A panel of **5,100 households** are used to represent households across the UK



We **track campaigns daily with data from BARB** which measures the size and reach of each TV spot



In-house tools allow for tight spot analysis ensuring optimisation and efficiency of airtime

MAJOR SALESHOUSES

Skymedia



ITV



Channel 4



Turner



CREATIVE IS KEY

DIRECT RESPONSE

Strong **call to action**

Clear communication of the offer and presentation of the USP

Website/phone number to be shown on screen throughout

BRANDING

Non-complex messaging

Keep the **creative clutter free**

Engagement and simplicity is key

GLOSSARY OF KEY TERMS

- Audience** up to 15 difference buying audiences.
- BARB** Broadcasters Audience Research board. TVRs take up to 10 days to consolidate.
- Impacts** One impact is equivalent to one person viewing one 30-second spot on one occasion. (A total of 10 impacts could be achieved in a number of ways: by ten people viewing a single commercial; by one person seeing the commercial ten times; by five people seeing the commercial twice and so on.)
- OTS** Opportunity to see an ad. The average number of times an ad is seen by the target audience.
- PIB** Position in break. Order in which an ad appears in the break.
- Reach** (or coverage) number or percentage of people who have seen a particular output.
- TVR** Television rating, our trading currency.
- Universe** Total population that is being measured or reported, as defined by a selection of demographic or geographic.

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